

Message Text

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INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
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P 171026Z MAR 78
FM AMEMBASSY MOSCOW
TO USIA WASHDC PRIORITY
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SECSTATE WASHDC 9176

UNCLAS SECTION 01 OF 02 MOSCOW 04937

USIA FOR IEU

E.O. 11652: N/A
TAGS: OEXC, SOPN, UR
SUBJECT: DRAFT REMARKS FOR DIRECTOR - KIEV EXHIBIT OPENING

REF: USIA 6566

1. TRANSMITTED HERewith ARE SUGGESTED REMARKS DIRECTOR
REINHARDT MAY WISH TO CONSIDER FOR PLANNED APRIL 21
OPENING IN KIEV OF "AGRICULTURE-USA" EXHIBIT.

2. (BEGIN TEXT) LADIES AND GENTLEMEN, FRIENDS AND
COLLEAGUES.

--MY PRESENCE HERE THIS MORNING IS ASSOCIATED WITH QUITE
A NUMBER OF "FIRSTS". THIS IS THE FIRSTDAY OF OPERATION
FOR THIS VERY INTERESTING EXHIBIT, "AGRICULTURE-USA",
WHICH WILL TOUR FIVE OTHER CITIES OF THE USSR AFTER ITS
MONTH-LONG DEBUT IN KIEV. FOR ME, THIS IS THE FIRST FULL
DAY OF MY FIRST VISIT TO THE SOVIET UNION AND TO THE
UKRAINIAN REPUBLIC. AND IT IS MY FIRST OFFICIAL UNDER-
TAKING ABROAD SINCE ASSUMING THE MANTLE OF DIRECTOR OF
THE INTERNATIONAL COMMUNICATION AGENCY OF THE UNITED
STATES. THIS NEW AGENCY, WHICH WAS OFFICIALLY BORN ON
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APRIL 1, WAS CREATED BY PRESIDENT CARTER'S REORGANIZATION
OF THE FUNCTIONS FORMERLY CARRIED OUT BY BOTH THE UNITED
STATES INFORMATION AGENCY AND THE BUREAU OF EDUCATIONAL
AND CULTURAL AFFAIRS WITHIN THE DEPARTMENT OF STATE.

--WE ARE VERY PLEASED TO BE ABLE TO PRESENT TO THE PEOPLE
OF KIEV AND THE UKRAINE THIS EXHIBIT, THE FIFTEENTH IN

A SERIES OF AMERICAN EXHIBITS CONDUCTED UNDER THE PROVISIONS OF THE US-USSR CULTURAL EXCHANGES AGREEMENT. SINCE OUR FIRST TRAVELLING EXHIBIT IN YOUR COUNTRY OPENED ALMOST SEVENTEEN YEARS AGO, THE EXCHANGE OF EXHIBITS BETWEEN OUR TWO NATIONS HAS BECOME A VALUED TRADITION AND AN INVALUABLE MEANS TO PROMOTE BETTER UNDERSTANDING.

--IN CHOOSING THEMES FOR OUR EXHIBITS, WE TRY TO CONCENTRATE ON WHAT WILL INTEREST THE SOVIET VIEWER. FRANKLY, I CANNOT THINK OF A MORE VITAL SUBJECT FOR US ALL THAN AGRICULTURE. THERE IS, AFTER ALL, NOTHING MORE IMPORTANT THAN THE PRODUCTION OF HIGHER-QUALITY AND MORE ABUNDANT FOODSTUFFS AND FIBER FOR OUR GROWING POPULATIONS. AND NOT ONLY FOR OUR OWN POPULATIONS, SINCE LARGE AREAS OF AFRICA AND ASIA DEPEND ON THE WORLD'S HIGHLY-DEVELOPED NATIONS FOR THEIR BASIC NUTRITIONAL NEEDS. IN THIS CONTEXT, OUR EXHIBIT, "AGRICULTURE-USA", TELLS YOU ABOUT THE WAYS IN WHICH WE AMERICANS RAISE AND PROCESS THE FRUITS, VEGETABLES AND MEATS FOR OUR OWN TABLES AND FOR THE TABLES OF OUR MANY TRADING PARTNERS. AND, WITHOUT SEEKING TO BOAST, I THINK WE HAVE MUCH TO BE PROUD OF AND MUCH TO SHOW OTHERS, SINCE THE UNITED STATES, WITH A COMPARATIVELY MODEST INVESTMENT IN LAND AND MANPOWER, HAS ACHIEVED UNDREAMED-OF PRODUCTIVITY IN THE AGRICULTURAL SPHERE. THE EFFECTIVE UTILIZATION OF AVAILABLE RESOURCES, THE APPLICATION OF MODERN TECHNOLOGY, UNCLASSIFIED

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THE STREAMLINED RELATIONSHIP BETWEEN GROWER AND CONSUMER AND, TO BE HONEST, FAVORABLE CLIMATIC CONDITIONS HAVE ALL COMBINED TO VAULT THE UNITED STATES INTO THE FOREFRONT OF THE WORLD'S AGRICULTURAL PRODUCERS.

--IT IS APPROPRIATE THAT WE, IN OUR OWN MODEST WAY, ARE TREATING THE SUBJECT OF AGRICULTURE. OUR TWO GOVERNMENTS, MORE SPECIFICALLY OUR TWO MINISTRIES OF AGRICULTURE, ARE WORKING TOGETHER ON A NUMBER OF PROJECTS DESIGNED TO BENEFIT US ALL. WE HOPE, THROUGH OUR EXHIBIT, THROUGH ITS LIBRARY, AND THROUGH THE SEMINARS TO BE CONDUCTED IN CONJUNCTION WITH THE EXHIBIT - SUCH AS ONE HERE IN KIEV ON SWINE RAISING - TO CONTRIBUTE TO THIS WORTHWHILE PROCESS. VISIT THE EXHIBIT, TALK WITH OUR GUIDES AND SPECIALISTS; I HOPE YOU WILL COME AWAY WITH A BETTER UNDERSTANDING OF MY NATIVE LAND AND OF THE POSSIBILITIES FOR COOPERATING TO PROVIDE A BETTER LIFE FOR ALL THE CITIZENS OF OUR TWO COUNTRIES.

--I SAID THAT THIS WAS MY FIRST VISIT TO KIEV. I JUST ARRIVED ON THIS MORNING'S TRAIN FROM MOSCOW AND HAVEN'T HAD A CHANCE TO SEE A GREAT DEAL YET, BUT WHAT I

HAVE SEEN HAS BEEN VERY IMPRESSIVE. I WON'T EVEN PRESUME TO THINK THAT I CAN ABSORB OVER A THOUSAND YEARS OF HISTORY IN ONE BRIEF VISIT, BUT WHAT MY COLLEAGUES AND MAYOR GUSEV TELL ME ABOUT KIEV'S PAST, PRESENT AND FUTURE IS EXTREMELY INTERESTING. LET ME WISH YOU ALL MANY MORE SUCCESES AS YOU LEAD YOUR CITY INTO THE 21ST CENTURY.

--IN ADDITION, I NOTE THAT WE SEEM TO BE ESTABLISHING A

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SMALL TRADITION INVOLVING KIEV. THIS IS THE SECOND CONSECUTIVE AMERICAN EXHIBIT THAT HAS BEGUN ITS TOUR OF THE SOVIET UNION HERE IN KIEV. I'M NOT SURE WHETHER WE JUST LIKE THE WARM UKRAINIAN HOSPITALITY OR WHETHER MAYOR GUSEV HAS BEEN ESPECIALLY PERSUASIVE IN TALKING TO MY COLLEAGUES, BUT IT SEEMS LIKE A FINE TRADITION TO ME.

--AND SO, IT IS BOTH A PLEASURE AND AN HONOR FOR ME TO ADD MY OWN MODEST PERSONAL CONTRIBUTION TO THE CONTINUANCE OF THE EXCHANGE OF EXHIBITS BETWEEN OUR TWO NATIONS, TO THE FURTHERANCE OF MUTUAL UNDERSTANDING, AND TO OUR WARM ASSOCIATION WITH THE CITY OF KIEV. ON BEHALF OF PRESIDENT CARTER AND THE AMERICAN GOVERNMENT, I NOW DECLARE THIS EXHIBIT, "AGRICULTURE-USA", OFFICIALLY OPEN.

--THANK YOU. (END TEXT)

3. FYI APPROPRIATE ACKNOWLEDGEMENTS TO SOVIET VIPS ATTENDING OPENING WILL BE ADDED AT A LATER DATE. BASED ON PAST PRACTICE, RANKING SOVIETS ARE LIKELY TO BE (IN ADDITION TO KIEV MAYOR GUSEV) UKRAINIAN CHAMBER OF

CDMMERCE CHAIRMAN ALEKSANDR PETROVICH GORDENOK AND USSR
CHAMBER OF COMMERCE FIRST DEPUTY CHAIRMAN YEVGENIY
PETROVICH PITOVVRANOV. TOON
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